2007-04861/

NOVA SCOTIA Government of Nova Scotia

Cultural Sector Study Released

Department of Education and Culture (to July 99)
January 27, 1998 15:55

Long-recognized for its contribution to the province's quality and way of life, culture is one of Nova Scotia's fastest growing economic sectors.

A Statistics Canada report released today shows the cultural sector is contributing more to the economy, and putting more Nova Scotians to work, than ever before.

Nova Scotia far outpaces the rest of Canada in cultural employment growth. Between 1990 and 1996, the number of people working in Nova Scotia's cultural sector soared by 19.8 per cent, compared with 5.1 per cent nationally.

As well, culture represents one of the province's largest economic sectors, employing more people than the mining, agriculture, fishing, trapping and logging, construction, transportation, and the wholesale industries.

The study values the direct economic impact of Nova Scotia's cultural sector at almost $446 million, creating more than 21,300 jobs in 1994-95. When economic spinoffs are added, these totals climb to more than $651 million and almost 29,600 jobs.

Education and Culture Minister Robbie Harrison said that, along with the economic boost, the cultural sector lifts spirits by inspiring confidence among Nova Scotians and in Nova Scotia.

"Culture defines who and what we are as a people and a province," said the minister. "Our cultural community has the confidence in its talent to bring Nova Scotia to the world, through everything from stories, to sculpture, to song. Its success, even in difficult years, inspires all of us --in all sectors --to show the world all that we have to offer."

Nova Scotia's study was funded in part through the Canada/Nova Scotia COOPERATION Agreement on Economic Diversification, which is managed by the Atlantic Canada Opportunities Agency and by Economic Development and Tourism.

"More people are working in the cultural sector, and they're attracting more tourists to our province than ever before," said Manning MacDonald, Minister of Economic Development and Tourism. "Cultural tourists tend to spend more and stay longer than other visitors, and the high quality of our attractions and events is bringing them back."

Mr. MacDonald also highlighted the growth in Nova Scotia's film industry. Between 1993-94 and 1994-95, film production increased by 235 per cent. Total revenues earned by the film industry increased by 53 per cent.

New Brunswick and Prince Edward Island released similar reports today, while a Newfoundland report is being finished. These reports, providing an Atlantic and Canadian context for economic trends affecting the sector, were commissioned by the four Atlantic provincial governments, the Department of Canadian Heritage and the Cultural Federations of Nova Scotia.

Copies of the Nova Scotia report will be available for viewing at all regional libraries and Economic Development and Tourism's 10 business service centres across the province. Highlights are posted on the Department of Education and Culture's homepage at http://www.ednet.ns.ca .

Reports are also available at cost ($16) from the Nova Scotia Government Bookstore, 1700 Granville St., Halifax; 902-424-7580 or 1-800-526-6575 (outside Halifax).

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Contact: Donna MacDonald
Education and Culture
902-424-2615
E-mail: macdondc@gov.ns.ca

NOTE TO EDITORS: A backgrounder and highlights of the study are available by contacting Donna MacDonald at the above number, or Communications Nova Scotia at 902-424-4492 (collect), e-mail rossng@gov.ns.ca .

AU CHEF DES NOUVELLES: Pour version francaise, appeler 902-424-2615 ou c. elec. macdondc@gov.ns.ca . Un document d'information est egalement disponible en francais.

ngr Jan. 27, 1998 3:55 p.m.

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